

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 5, 1997

RJR Account #431520
MOHAWK

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 15 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
1	<i>Full Flavor Box 100</i>	12300-23993
1	<i>Light Box 100</i>	12300-23994

Product / Premium Arrival:

March 31, 1997

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$89.78

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B1G1F
MOHAWK

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$7.00 (1/2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162303

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

IMS904B1 PAGE: 079

WHOLESALER: 431520 MOHAWK CANDY & TOB

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:
 DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100
 SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
130750	1623	03	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	A 12	120	
177172	1623	03	MOHAWK DAIRY STORE	260 FOREST AVE	AMSTERDAM	NY	C 24	490	
177202	1623	03	FAST FILL N SNACKS	72 GUY PARK AVE	AMSTERDAM	NY	C 24	450	
474987	1623	03	BOBBY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	A 12	120	
586053	1623	03	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	A 04	78	
671343	1623	03	FUEL & FOOD	3006 RD 1 & RT. 30	GLOVERSVILLE	NY	A 12	90	
767846	1623	03	PIC N TOTEM	165 W MAIN ST	AMSTERDAM	NY	A 04	77	

Total Accounts 7

(1)

14 Displays

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

04/15/97

DESCRIPTION	UNITS	AMOUNT
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EXPLANATION: DORAL BOX B1G1F/#700447/SR 162303

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